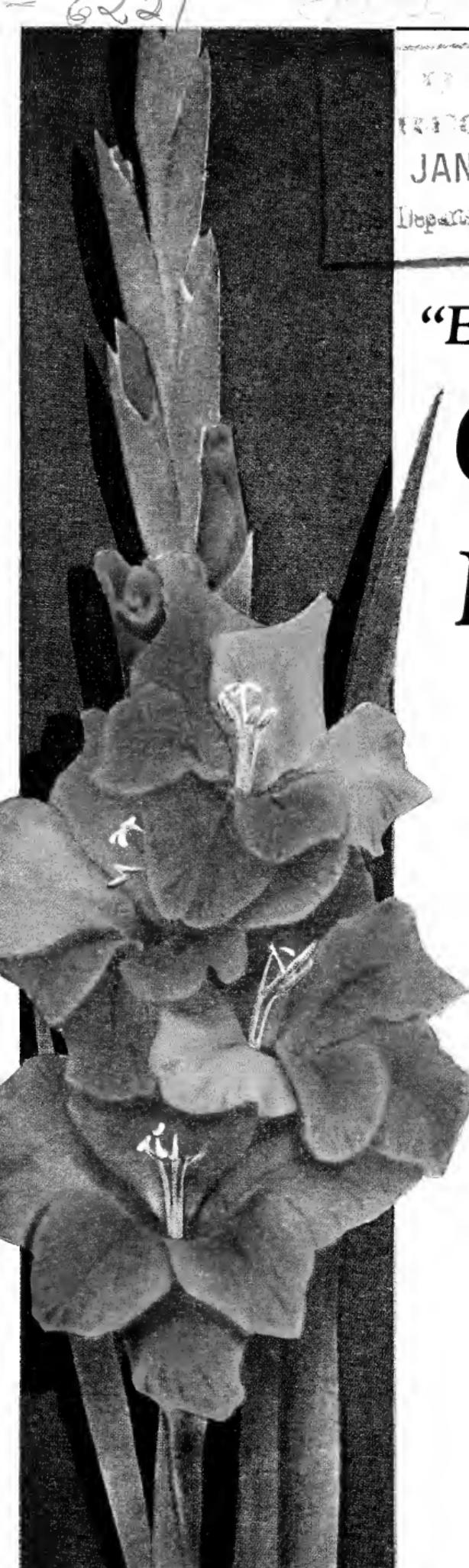


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U. S. D. A.
BUREAU OF AGRI-
CULTURE
JAN 17 1930 ★
Department of Agriculture

"Extristrong"
*Glad
Bulbs*



Anna Eberius.

Waterloo Bulb Farms
Waterloo, Iowa



FALL, 1929

SPRING, 1930

PREPAID PRICES ON “EXTRISTRONG” GLADIOLUS BULBS

DIRECT TO THOSE WHO HAVE A GARDEN
AND LOVE FLOWERS

WATERLOO BULB FARMS, WATERLOO, IOWA

T. D. SMEDLEY, General Manager
MAXINE MEADE, Office Superintendent
THEODORE ORHT, Farm Supervisor
JOHN D. WELTON, In Charge of Warehouse and Shipping



We find that many love flowers in the garden and in the various rooms of the house, but do not care so much about the name. To such we recommend Smedley's Choice Mixed as being exceptionally fine. Such people, too, enjoy brightening the paths of others by gifts of flowers, so we say, "plant a plenty" and have made our price so very low that you can do so at small expense.

Many wonder how we can supply such splendid bulbs at such reasonable prices. The reply is System, Organization, Quantity Production, Ideal Soil and Weather Conditions, and then we have no desire to be immensely rich—or maybe just willing to take more time for it.

Another very important factor, possibly the greatest factor in our low prices and very rapid growth, is that our customers tell their friends about our splendid service. This makes a heavy advertising expenditure unnecessary.

We are not Hybridizers, but our list contains the choice varieties of the foremost hybridizer of the world—as Decorah, Kunderd, Diener, Austin, Fischer, Kemp, Bill, Coleman, and others.

Every grower of Gladiolus should read this letter—should read it twice:

MITCHELL NURSERY COMPANY
Growers of Quality Nursery Stock
MULBERRY, FLORIDA

July 11, 1929.

Waterloo Bulb Farms,
Mr. T. D. Smedley,
Waterloo, Iowa.

Dear Sir:

Last Fall, we ordered a thousand Gladiolus bulbs from you, and have had in mind many times since they bloomed, to write and tell you how satisfactory they were. These were the first we ever bought from your firm. (*Turn to page two, please*)

“PLANT A PLENTY”

We have seen a great many gladioli bulbs in our time, and want to state frankly that never have we seen any bulbs that would equal yours in quality. When I first saw the thickness of the bulbs from top to the bottom, I knew they were good; they proved more than good in the greenhouse. They are not the usual type of bulb that is flat and flowered to death. We had flower stems $5\frac{1}{2}$ feet high with as many as 15 florets to the spike, and exceedingly large bloom.

Please again send us your price list this Fall.

Yours very truly,

MITCHELL NURSERY COMPANY.

JDM:M

J. D. Mitchell.

Nine hundred of the bulbs referred to in the above letter were medium size (the same as we are offering you in this list) and one hundred were large.

About Sizes. The bulbs offered in this list are what we call Medium (some call them large). If you want what we call large, add 25% to the price—with us medium means one inch or more in diameter—large means $1\frac{1}{4}$ inches or larger. We recommend the medium size.

How To Grow Them is very simple. Plant four inches deep, six inches apart, in any good garden soil where they have sun all day. Keep the weeds out. In very dry weather, water thoroughly once a week, especially during the blooming time. If you want them in the house, cut them when the first flowers open. They keep longer in the house than out in the garden. If you wish to save the bulbs for another year, dig them before ground freezes, but why do this when you can get fresh ones from us cheaper?

Shipping Time. We begin shipping December 1st and continue through the winter as long as our supply lasts. It is always well to order early. We never have enough to fill all orders.

When you buy from us you are buying from one of the largest glad growing institutions of the country, you are assured of good stock, you are assured of prompt, careful and courteous service. This means for us happy, satisfied, grateful customers in ever rapidly increasing numbers.

Membership. We are members of American Gladiolus Society, S. A. F. & O. H., Fellow Society of American Florists, and The Florists Credit Association.

We recommend Peerless Plant Stakes to our friends. We use hundreds of them in our fields and find them splendid.

Our Guarantee is this: Our reputation is sufficient guarantee. When your bulbs arrive, if you are not more than pleased with them, send them right back and your refund will come by next mail.

The bulbs listed herein are our Medium size. If you wish our large size, add 25% to these prices.

As charge accounts, making out C. O. D. slips, etc., etc., all take time and would compel us to raise our price, we say:

CASH WITH ORDER, PLEASE—NO C. O. D.

“PLANT A PLENTY”

PRICE LIST

Postage Paid To Your City

	Per 12	Per 25	Per 50	Per 100
Albania —most pleasing white we have yet seen	\$.40	\$.65	\$1.10	\$2.00
Alice Tiplady —we consider this the best orange40	.55	.90	1.60
Anna Eberius —beautiful velvety purple40	.65	1.10	2.00
Arizona Rose —one of the fine medium pinks40	.55	.90	1.60
A. B. Kunderd —cream and pink, ruffled40	.60	1.10	2.00
A. W. Hunt —orange-red50	.65	1.10	2.00
Baron J. Hulot —very rich dark purple50	.85	1.55	2.90
Brilliant —bright red50	.85	1.55	2.90
Butter Boy —delightful soft yellow.....	.40	.55	.90	1.60
Bengal Tiger —dull red with bluish-grey stripes75	.90	1.60	3.00
Carmen Sylva —pure white except for slight violet markings50	.70	1.20	2.20
Chicago White —small white with lavender markings40	.55	.90	1.60
Coral —dark salmon pink with cream blotch75
Crimson Glow —one of the fine scarlets40	.55	.90	1.60
Copper Bronze —best copper colored Glad ever introduced	1.00
Dr. F. E. Bennett —peach red, overlaid with flame scarlet75	1.15	2.10	4.00
Dorothy Vernon —large cream color...	.75
Early Sunrise —large early salmon-red50	.70	1.20	2.20
E. J. Shaylor —deep rose pink, ruffled.40	.55	.90	1.60
Evelyn Kirtland —La France pink overlaid rose doree50	.70	1.20	2.20
Flaming Sword —brilliant red40	.65	1.10	2.00
Fern Kyle —creamy white50	.90	1.60	3.00
Geraldine Farrar —sometimes called blue	2.00
Gettysburg —velvety rich carmine.....	2.00
Giant Nymph —La France pink with creamy yellow throat50	.70	1.20	2.20
Glendale —a little darker than an American Beauty rose50	.75	1.30	2.40
Gold —fine clear self-colored yellow....	.50	.75	1.30	2.40
Golden Dream —very fine deep yellow..	2.00
Gold Eagle —a new deep rich yellow, ruffled	2.00
Golden Swallow —clear, soft yellow, ruffled50	.75	1.30	2.40
Gretchen Zang —La France pink shading to geranium pink40	.55	.90	1.60
Halley —salmon40	.55	.90	1.60

"PLANT A PLENTY"

	Per 12	Per 25	Per 50	Per 100
Henry Ford —same color as Anna Ebe- rius50
Herada —purest lavender mauve.....	.40	.55	.90	1.60
High Nye —very tall lavender.....	1.00
Illuminator —brilliant carmine red with suffusion of blue75	1.15	2.10	4.00
Ida Vann —cherry red40	.55	.90	1.60
Jack London —light salmon40	.70	1.20	2.20
Jewel —beautiful salmon pink with yel- low throat50	.70	1.20	2.20
Jane Adams —exquisite large lavender with cream throat	3.00
Joe Colman —very bright spectrum-red	.50	.65	1.10	2.00
Jacoba Van Beyerens —violet50	.65	1.10	2.00
Le Marechal Foch —very fine light pink	.40	.55	.90	1.60
Lilly White —almost pure white40	.55	.90	1.60
Longfellow —this is an unusually fine pink	1.00	1.65	3.10	6.00
Lucette —ivory white with pink lines..	.40	.55	.90	1.60
Maiden's Blush — very delicate light pink40	.55	.90	1.60
Mary Pickford —fine white with cream throat40	.65	1.10	2.00
Mrs. Dr. Norton —cameo pink, yellow throat50	.70	1.20	2.20
Mrs. Elizabeth Swartley —exquisite del- icate salmon, cream throat.....	.75	1.15	2.10	4.00
Mrs. F. C. Peters —orchid color50	.65	1.10	2.00
Mrs. Francis King —flame pink or light red40	.55	.90	1.60
Mrs. Frank Pendleton —pink with a red blotch40	.55	.90	1.60
Mrs. H. E. Bothin —light pink, scarlet center, ruffled40	.70	1.20	2.20
Mrs. Leon Douglass — begonia rose striped with flame50	.90	1.60	3.00
Myra —deep salmon pink over yellow ground40	.55	.90	1.60
Mary Stearns Burke —canary yellow overlaid with apricot and tinged with rose50	.75	1.35	2.50
Mrs. Watt —wine color40	.55	.90	1.60
Mona Lisa —pale rose pink, ruffled....	.50	.65	1.10	2.00
Muriel — true lilac slightly darker at tips of petals75	1.15	2.10	4.00
Mrs. Newell Vanderbilt —light salmon pink50	.75	1.35	2.50
Mr. W. H. Phipps — La France pink, overlaid with light rose salmon.....	.90	1.40	2.60	5.00
Nineteen Ten Rose — beautiful rose color with white lines40	.55	.90	1.60
Orange Queen —copper orange self color	.50

"PLANT A PLENTY"

	Per 12	Per 25	Per 50	Per 100
Orange Glory —peach red suffused scarlet throat blotched carmine50	.65	1.10	2.00
Odin —dark salmon with intense carmine blotch50	.65	1.10	2.00
Opalescent —pale rose-lavender40	.65	1.10	2.00
Peach Rose —splendid peach and rose color50	.75	1.30	2.40
Pfizer's Triumph —bright salmon orange	10.00
Pinkie —soft pink40	.55	.90	1.60
Purple Glory —very dark velvety red with slight trace of purple.....	.75	1.15	2.10	4.00
Peace —pure white with tyrian rose blotch on lower petals40	.55	.90	1.60
Richard Diener —ruffled geranium pink with cream throat50	.75	1.30	2.40
Rose Ash —ashes of roses50	.75	1.30	2.40
Rose Glory —rose color, ruffled50	.70	1.20	2.20
Rose Pearl —pearl overlaid with rose..	.40	.55	.90	1.60
Rose Precose —beautiful warm deep pink	.50	.85	1.55	2.90
Rose Wells —white with red blotch....	.50	.70	1.20	2.20
Romance —orange salmon and rose with red and yellow throat, bluish border around each petal50	.65	1.10	2.00
Scarlet Princeps —we consider this the best red40	.55	.90	1.60
Scarlet Wonder —pure deep scarlet....	.50	.75	1.30	2.40
Schwaben —sulphur yellow with a red blotch50	.65	1.05	1.90
Souvenir —pure golden yellow40	.60	1.00	1.80
Sheila —light coral-red fading to flush pink in throat40	.65	1.10	2.00
Smedley's Choice Mixed —our friend-maker mixture40	.55	.90	1.60
Tycko Zang —clear salmon yellow....	.75	1.15	2.10	4.00
Veilchenblau —violet blue	5.00
Yellow Treasure —rich clear yellow40	.60	1.00	1.80
Yellow Wonder —soft yellow	5.00
Wilbrink —light pink40	.55	.90	1.60
Wolverine —coral pink mottled deeper pink50	.85	1.55	2.90

Remember we pay the transportation to your city and where shipping date is left to us we guarantee safe arrival.

Smedley's Choice Mixed is an exceptionally fine, well-balanced mixture. To those wishing a mixture we cannot recommend this too highly.

The above prices should not be compared with prices quoted on bulbs that have been used one, two, or three years for the production of cut flowers (second-hand bulbs).

We are offering you very fine high crown, plump, young bulbs, ready to make their very best flower.

"PLANT A PLENTY"

COLLECTIONS



MADELINE COLLECTION

2 Albania	2 Le Marechal Foch
2 Tiplady	2 Lucette
2 Anna Eberius	2 Mrs. F. King
2 Crimson Glow	2 Wilbrink
2 E. J. Shaylor	2 Pinkie
2 Halley	2 Maiden Blush

Properly labeled and postpaid.....\$1.00

MAXINE COLLECTION

3 Carmen Sylva	3 Herada
3 Dr. F. E. Bennett	3 Mrs. F. Pendleton
3 Early Sunrise	3 Mrs. N. E. Bothin
3 Evelyn Kirtland	3 1910 Rose
3 Giant Nymph	3 Scarlet Princeps
3 Gretchen Zang	3 Richard Diener

Properly labeled and postpaid.....\$2.00

HELEN HARRIET COLLECTION

1 Jane Adams	1 Mrs. Dr. Norton
1 Longfellow	1 Mrs. F. C. Peters
1 Mrs. Leon Douglass	1 Mrs. H. E. Bothin
1 Tycko Zang	1 Peach Rose
1 Mrs. Elizabeth Swartley	1 Purple Glory
1 Illuminator	1 Scarlet Wonder

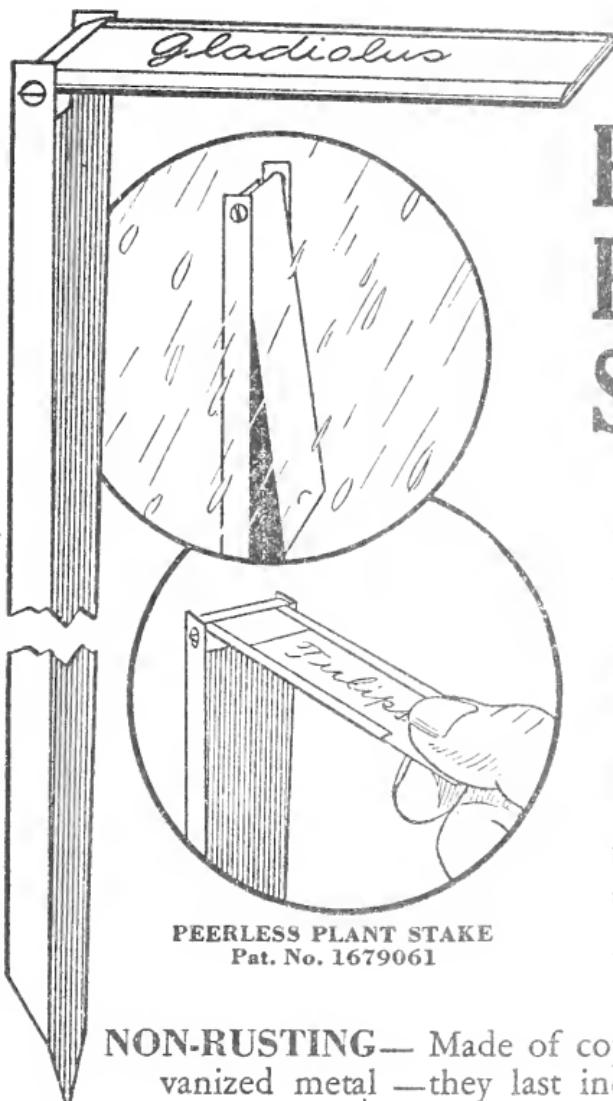
Properly labeled and postpaid.....\$1.00

* RUSSELL LEE COLLECTION

One bulb each of the Maxine, Madeline, and Helen Harriet Collections, properly labeled and postpaid..... \$2.50

Please order by collection name. We cannot change these collections in any way.

"PLANT A PLENTY"



Peerless Plant Stakes

are
unquestionably
the

Best

thing of
the kind ever
invented.

NON-RUSTING— Made of copper bearing galvanized metal —they last indefinitely.

NO PAINTING— There is no reason for painting.

NO ACID— No acid or special ink is necessary. The ordinary lead pencil you have in your pocket is the very best thing to use for writing the names.

NO HUNTING— No hunting for some special stake —merely take the first one you come to and change the card. This is very quickly and easily done.

BUYERS— Buyers enthusiastically praise them and re-order.

TWO LENGTHS— They are made in two lengths, and, fully equipped with cards, are priced as follows:

	12 inch	18 inch
12 for \$	1.50	1.95
25 for	3.00	3.90
50 for	5.00	5.75
100 for	8.50	10.00
500 for	40.00	47.50
1000 for	75.00	90.00

Sample Dozen postpaid \$1.50

Sample Dozen postpaid \$1.95

PEERLESS PLANT STAKE COMPANY
Manufacturers and Distributors
WATERLOO, IOWA, U. S. A.

For Sale by

WATERLOO BULB FARMS :: WATERLOO, IOWA



Special Offer Smedley's Choice Mixture

100 Blooming Size	\$1.00
60 Medium	1.00
40 Large	1.00

The above color plate does not begin to do justice to Smedley's Choice Mixed, either in color or number of varieties, but it will give you some idea of the great value we are offering in this famous mixture. Each year it makes for us hundreds of staunch new friends.

Try it and you too will be our friend. Under good conditions and care the blooming size will make very fine flowers. Our medium size is what is called **large** by some.

This is the size that we specially recommend, as they produce prime flowers.



Smedley's Choice Mixed *Gladiolus Bulbs*

This Mixture Is So Good That Californians Insist Upon Their Seedsman Getting It For Them